



## A professional context for your ads

Our members are high-end business and household decision-makers.

Most of them (80%) use LinkedIn as their primary professional networking site.

They see it as a trustworthy place to build their network and find answers to important questions.

## Generate awareness

Content Ads build awareness with a high level of impact. They use images and video content that stand out on an uncluttered, clean page design.

## Drive engagement

Position your company as a thought leader and engage directly with customers using whitepapers, videos, brochures and other high-value content without interrupting the user flow.

## Increase consideration

More than two-thirds (68%) trust recommendations they get on LinkedIn (versus 33% for Twitter and 18% for Facebook).

Using Content Ads to present relevant, targeted information leverages this trusted, forward-leaning environment to connect with members.



The image shows a content ad for KOFAX. At the top left is the KOFAX logo. Below it are three tabs: 'Video', 'Whitepaper', and 'Blog'. The main content area features the headline 'CAPTURE ENABLED BPM™' and a graphic of a play button with a document icon. To the right of the graphic is the text: 'Despite the promise of the paperless office... the rising flood of information coming into enterprises continues to grow.'

Amplify the reach of your thought leadership with targeted content ads

## Real customers, real benefits

Mercedes had made 2,000 improvements to its C-Class car and wanted to demonstrate its innovation whilst creating a community of "hand raisers." Mercedes partnered with LinkedIn to create a social campaign that associated its brand with professional activity. Through InTips, Mercedes developed content ads that offered tips to improve members' profiles, whilst also allowing them to request brochures and test drives.



The image shows a content ad for Mercedes-Benz. At the top left is the Mercedes-Benz logo. The headline reads 'Improve your profile with Mercedes-Benz »'. Below this are four tabs: 'Tip #1', 'Tip #3', 'Tip #5', and 'Tip #7'. The main content area features the 'in.tips' logo and the text: 'Dramatically improve your appearance in search results by adding 3 or more examples of your employment history.' Below this is a blue button that says 'Update Profile'. At the bottom right, it says 'Powered by LinkedIn'.

Match creative to members' interests

Mercedes also ran Follow Company Ads and drove members to their Company Page, where they could share the experience of the C-Class car and become company followers. The content ads generated clickthrough rates of 0.20% and more than 12,000 LinkedIn members became company followers in five weeks.

*"Great car! I picked up my new C-Class 2 weeks ago and it's the nicest exec car I've owned. Super drive and super comfy. Great technology in it too!"*

IT Director, Birmingham, UK

## Additional Information

For more information, contact your LinkedIn Account Representative or visit [marketing.linkedin.com](http://marketing.linkedin.com) to learn more about our marketing solutions.